Aaditya Gangwar

Creative Director | Film Maker | Photographer
0 755 330 9994 | gangwar.aaditya@gmail.com | www.goingonrecord.com | www.linkedin.com/in/aaditya89/

PERSONAL STATEMENT

Creative director, video producer and photographer with 9+ years' experience leading branded film, photography and product campaign content for fashion, lifestyle and e-commerce brands. Currently Photographer and Chief Video Producer at Red Creative, a well known Ad Agency in Cotswold, setting the creative direction and running end-to-end production for client brands. Previously led the film and photography team at Sabyasachi (India) producing 150+ films a year and growing Instagram from 2M to 5.5M followers. Postgraduate in Film making from the National Institute of Design, India.

CORE SKILLS

- Creative direction, concept development, scriptwriting & storyboarding
- End-to-end video production: pre-production, shooting, directing the talent, post-production (editing, colour grading, motion graphics, infographics, animation) and delivery
- Fashion Campaign photography; product photography (jewellery, accessories & garments)
- Stop-motion and product video; social-first content for Instagram, Facebook and YouTube
- Cinematography and lighting: studio, naturalistic, stylised and available light
- Team leadership, client collaboration and production scheduling
- Software: DaVinci Resolve, Adobe Premiere Pro, Final Cut Pro, After Effects, Photoshop
- Equipment: Sony, Canon, Fujifilm and Blackmagic cine cameras, DSLR/mirrorless; gimbals, sliders, dolly;
- On location sound recording

EMPLOYMENT HISTORY

Chief Video Producer & Photographer

Red Creative, Cotswolds, UK | Jan 2026 – Present

- Set the creative direction for client video and photography projects, shaping concept, look and storyboards from brief to final delivery.
- Lead end-to-end video production for brands.
- Direct and execute model campaign shoots and photograph products from jewellery to accessories and garments.
- Produce product videos and stop-motion animation for web, social and paid channels.

Studio Floor Manager

MediaMonks (Wayfair), Rugby, UK | Sep 2025 – Jan 2026

Oversee daily floor operations across two active studios, ensuring seamless coordination between filming, resets, and post-production workflows.

- Lead and manage cross-functional teams including visual merchandising, production, and technical crew to deliver accurate styling and on-time shoots.
- Utilise studio management software to plan, update, and track scheduling, production progress, and reshoot timelines.
- Anticipate and resolve floor-level challenges, maintaining efficiency, safety, and high production standards for Wayfair's large-scale e-commerce video output.

Content Creator

Cora & Spink, Warwick, UK | May 2025 – Sep 2025

Conceptualise, film, and edit lifestyle and product campaigns highlighting the brand's handmade and sustainable ethos.

- Produce end-to-end visual content including short films, social media ads, and interview/testimonial videos.
- Collaborate directly with the founder to align visual tone and messaging with marketing goals.
- Delivered cohesive campaigns that strengthened brand storytelling, increased online engagement, and refreshed product imagery across digital platforms.

Head of Visual Content (Creative Lead, Film and Photography)

Sabyasachi, Kolkata, India | Feb 2019 – May 2024

- Directed the creative vision and led the in-house film and photography team, producing 150+ fashion and product films a year across campaigns, launches and digital platforms; Instagram following grew from 2M to 5.5M.
- Led creative direction and end-to-end production of the viral H&M collaboration campaign; the entire collection sold out within hours.
- Created 50+ high end luxury product images a month covering jewellery and accessories, including collaborations with Estée Lauder (lipsticks) and Morgenthal Frederics (sunglasses).
- Shot jewellery imagery for the Sabyasachi x Bergdorf Goodman collaboration, displayed on Fifth Avenue beside Chanel at Bergdorf's flagship
- Video campaigns showcased at Times Square, New York.

Independent Filmmaker

Mumbai, India | Jan 2017 – Feb 2019

- Created healthcare short films and a documentary series for NOORA Health, a US-based NGO.
- Assistant Director in the National Award-winning feature film 'DHH' (India, 2018).
- Directed and shot the design-thinking online module for NID Ahmedabad (2016).

EDUCATION

- M.Des. in Film & Video Communication, National Institute of Design, Ahmedabad, India (2013 – 2016).

CGPA 6.17/10, equivalent to a UK Master's degree.

- B.Tech. Electrical & Electronics Engineering, KIET, Ghaziabad, India (2008 – 2012).

63%, equivalent to a UK Bachelor's (Hons) degree.

- CBSE Board, India: 84% (GCSE equivalent) and 78% (A-Level equivalent),

including Mathematics, English and Science.

ACHIEVEMENTS

- Aditya Birla Group Awards 2023: Emerging Professional nominee
- Work published in Vogue and GQ
- 'Night Shift' documentary: award winner and six official selections
- Vice President, Student Administrative Council, NID (2015)

REFERENCES

Available on request.